

Your consumer education connection

# The Food Safety Educator

Vol. 5, No. 1, 2000

## Meet Thermy™!

Developed by the Food Safety and Inspection Service (FSIS), Thermy™ is the new food safety messenger designed to encourage consumers to cook food to a safe internal temperature.

Thermy™ was “launched” in spring 2000 with a national kick-off by Secretary of Agriculture Dan Glickman and Under Secretary for Food Safety Catherine Woteki.

Simultaneous launches took place throughout the country as food safety cooperators from grocery stores to thermometer manufacturers and FSIS district staff took Thermy™ and the food thermometer message to the public.

**“Using a food thermometer is the only way to tell that food has reached a high enough temperature to destroy harmful pathogens that may be in the raw food,” according to Under Secretary for Food Safety Catherine Woteki.**

Less than half of American cooks own a food thermometer and most people only use them for holiday meals.

“We want folks to use a food thermometer for everyday meals, whether it’s hamburger or turkey roast. Food thermometers deliver two for one: safer meals and better quality because food’s not over-cooked,” according to Susan Conley, director of the FSIS food safety education staff.

“People rely on their experience and judgement to tell when food is cooked, but these methods can be misleading,” Conley said. “The ONLY way to be sure, is to use a food thermometer.”

Safe cooking is one of the four key messages under the Fight BAC!™ campaign, so Thermy™ is a great way to fight BAC! Conley added.

Campaign materials—which educators are encouraged to copy and redistribute—include:



- Thermy™ brochure: “Use a Food Thermometer”
- a refrigerator magnet with a temperature chart
- a research fact sheet, tips sheets for educators and supermarkets, a background on kitchen thermometers, a special kid’s page and more.

According to Holly McPeak, campaign coordinator, FSIS is direct-mailing packets of materials to 50,000 food safety educators and schools around the country as well as major media markets.

In addition, McPeak says, “all the educational materials—as well as graphics and photos—will be available on the FSIS web site. We’re encouraging educators to use Thermy™ and be creative!” Materials are available through:  
[www.fsis.usda.gov/thermy](http://www.fsis.usda.gov/thermy) ●